WKMG

Flight Dates 10/16/12-10/22/12

Product

MACK FOR SENATE

Original Date / Revision

Contract / Revision

15% Agency Com

10/15/12 10/15/12

262039 /

Billing Contact

Advertiser POL/Connie Mack/R/Sen/FL

919 Prince Street Alexandria, VA 22314

John McLaughlin & Associa <u>Agency</u>

Buying Contact Marianne Campbell

Sales Office PHI

Sales Region NAT

919 Prince Street Alexandria, VA 22314

Agency Ref

00:20:00 Order Sep

Estimate #

600

Alt Order #

06374912

Billing Type

Cash

Order Type

GENERAL

Billing Cycle

EOM/EOC

Billing Calendar BROADCAST

A35+ Demographic

Rev Codes

AGY

POL

CAND

Product Codes PL-Senate-Republican

Priority

P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Totals

Account Executive Order% Start Date **End Date** Kristen Waskie 100%

43

\$41,225.00

Order Share 100% Market Value 48500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan Order Totals Net Amount Gross Amount Net Amount Gross Amount Rating Start Date End Date # Spots # of Spots Month \$48,500.00 \$41,225.00 43 \$41,225.00 \$48,500.00 0.00 10/01/12 10/22/12 October 2012 43

0.00

\$48,500.00

							Total	<u>s</u>
Ln Ch Start End	Inventory Code Break	Start/End T	îme Days	Len Spots	Rate Pri	Rtg Type Spo	ots	Amount
1 WKMG 10/22/12 10/22/12	Morn News at 6a CM Morn News at 6a	6-7a	1	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$600.00	Rating 0.00					
2 WKMG 10/16/12 10/18/12	Morn News at 6a CM Morn News at 6a	6-7a	- T -T	:30 2	\$600.00 P-2	0.00 NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$600.00	Rating 0.00					
3 WKMG 10/22/12 10/22/12	CBS This Morning CM The Early Show	7-9a	1	:30 1	\$450.00 P-2	0.00 NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week 1 1	<u>Rate</u> \$450.00	Rating 0.00					
4 WKMG 10/16/12 10/19/12	CBS This Morning CM The Early Show	7-9a	-TWTF	:30 4	\$450.00 P-2	0.00 NM	4	\$1,800.00
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating			ā.		





262039

Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

00:20:00 Order Sep

Advertiser POL/Connie Mack/R/Sen/FL Product MACK FOR SENATE

Estimate # 600

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Davs	Len Sp	ots	Rate Pri	Rta Type	Tota Spots	ıls Amount
4 WKMG 10			CBS This Morning		7-9a	-TWTF	:30	4	\$450.00 P-2	0.00 NM	4	\$1,800.00
4 VVRIVIG II	0/10/12	10/15/12	The Early Show	3 0111	7 54	••••	,55	•	* 1.201.20 \ -			
Start [<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/		10/21/12	-TWTF	4		0.00			4000 00 50	0.00.1111		* COO OO
5 WKMG 1	0/22/12	2 10/22/12	10-11a Let's Make Let's Make a Dea		10-11a	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start I	Data	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/		10/28/12	1	1	\$600.00	0.00						
6 WKMG 1	0/16/12	2 10/19/12	10-11a Let's Make Let's Make a Dea		10-11a	-TWTF	:30	4	\$600.00 P-2	0.00 NM	4	\$2,400.00
Start [End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/15		10/21/12	TWTF	4	\$600.00	0.00			64 000 00 D 0	0.00 NM	4	#4 200 00
7 WKMG 1			11-12p Price Is R Price Is Right		11a-12p	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start [End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	Rate \$1,200.00	Rating 0.00						
Week: 10/22 8 WKMG 1					11a-12p	-TWTF	:30	4	\$1,200.00 P-2	0.00 NM	4	\$4,800.00
o was	07 107 12	E 10/10/12	Price Is Right	g	, , - ,							
Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/15		10/21/12	-TWTF		\$1,200.00	0.00			****	0.00.484	,	6000.00
9 WKMG 1	0/22/1:	2 10/22/12	Local 6 News 12- Local 6 News 12-		12-1230p	1	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22		10/28/12	1	1220° CM	,,,,,,,,,	0.00 -TWTF	:30	4	\$900.00 P-2	0,00 NM	4	\$3,600.00
10 WKMG 1			Local 6 News 12	-1230p	12-1230p		.50	7	₩300.001°-2	0,00 14141		φοισσίοσ
<u>Start l</u> Week: 10/15		End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0.00						
11 WKMG 1			News at 6p	CM	6-630p	1	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
11 771(110		L TOYLLITE	News at 6p		•							
Start	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/22		10/28/12	1		\$1,400.00	0.00	-00		\$1,400,00 P-2	0.00 NM	4	\$5,600.00
12 WKMG 1	10/16/1	2 10/19/12	News at 6p News at 6p	CM	6-630p	-TWTF	:30	4	ֆ1,400.00P-2	U.UU INIVI	7	90,000.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15		10/21/12	-TWTF		\$1,400.00	0.00				<u></u>		
13 WKMG 1	10/22/1	2 10/22/12	News at 7p News at 7p	CM	7-7:30p	1	:30	1	\$1,700.00 P-2	0.00 NM	1	\$1,700.00
<u>Start</u>		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/22		10/28/12	1		\$1,700.00	0.00			#4 700 00 D 0	0.00 NA	۾ ا	ቀደ 400 00
14 WKMG 1	10/16/1	2 10/19/12	News at 7p	CM	7-7:30p	-T-TF	:30	3	\$1,700.00 P-2	0.00 NM	3	\$5,100.00
Start		End Date	<u>Weekdays</u>	Spots/Week		Rating 0.00						
Week: 10/15		10/21/12	-T-TF M-F 11p News	CM	\$1,700.00 11-1135p	1	:30	1	\$1,700.00 P-2	0.00 NM	1	\$1,700.00
15 WKMG 1	10/22/1	2 10/22/12	M-F 11p News	Civi	11-1133p	•	.00	•	ψ1,,,οο.οο. =		·	• • • • • • • • • • • • • • • • • • • •
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22		10/28/12	1		\$1,700.00	00.0	11000000					
16 WKMG 1	10/16/1	2 10/19/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWT'F	:30	4	\$1,700.00 P-2	0.00 NM	4	\$6,800.00
<u>Start</u>	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						

00:20:00



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Order Sep

Advertiser POL/Connie Mack/R/Sen/FL Product MACK FOR SENATE

Estimate # 600

l. Ch	Start	End	Inventory Code	Brask	Start/End T	ime Davs	Len Spot	'S	Rate Pri	Rta Type	Tota Spots	ls Amount
Ln Ch				and the second	anger a com-		***************************************				************************	\$6,800.00
16 WKMG	10/16/12	10/19/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF	:30	4	\$1,700.00 P-2	0.00 NM	4	\$6,600.00
Star	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/1	5/12	10/21/12	-TWTF	4	\$1,700.00	0.00						
E 17 WKMG		10/17/12	Wed 7-8p Wed 7-8p SENA	CM TE DEB#	7-8p	2	:30	2	\$1,700.00 P-2	0.00 NM	2	\$3,400.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	2		\$1,700.00	0.00						
18 WKMG		10/20/12	7-9a CBS This M	orn SatCM	7-9a	1-	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
(0 1111110	. 07 _ 07 . 1		7-9a Sat Early Si	now								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	1-	1	\$350.00	0.00						
19 WKMG	10/20/12	2 10/20/12	Sat 11p News	CM	11-1135p	1-	:30	1	\$1,700.00 P-2	0.00 NM	1	\$1,700.00
			Sat 11p News									
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	1-	1	\$1,700.00	0.00						
20 WKMG	10/21/12	2 10/21/12	CBS Sunday Moi	ning CM	9-1030a	1	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
			CBS Sunday Mo	rning								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	1	1	\$1,400.00	0.00						
21 WKMG	10/21/12	2 10/21/12	1030-1130a Face	e NatiorCM	1030-1130	a1	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
			Face The Nation									
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	15/12	10/21/12	1	1	\$1,800.00	0.00]	
										Totals	43 \$	48,500.00